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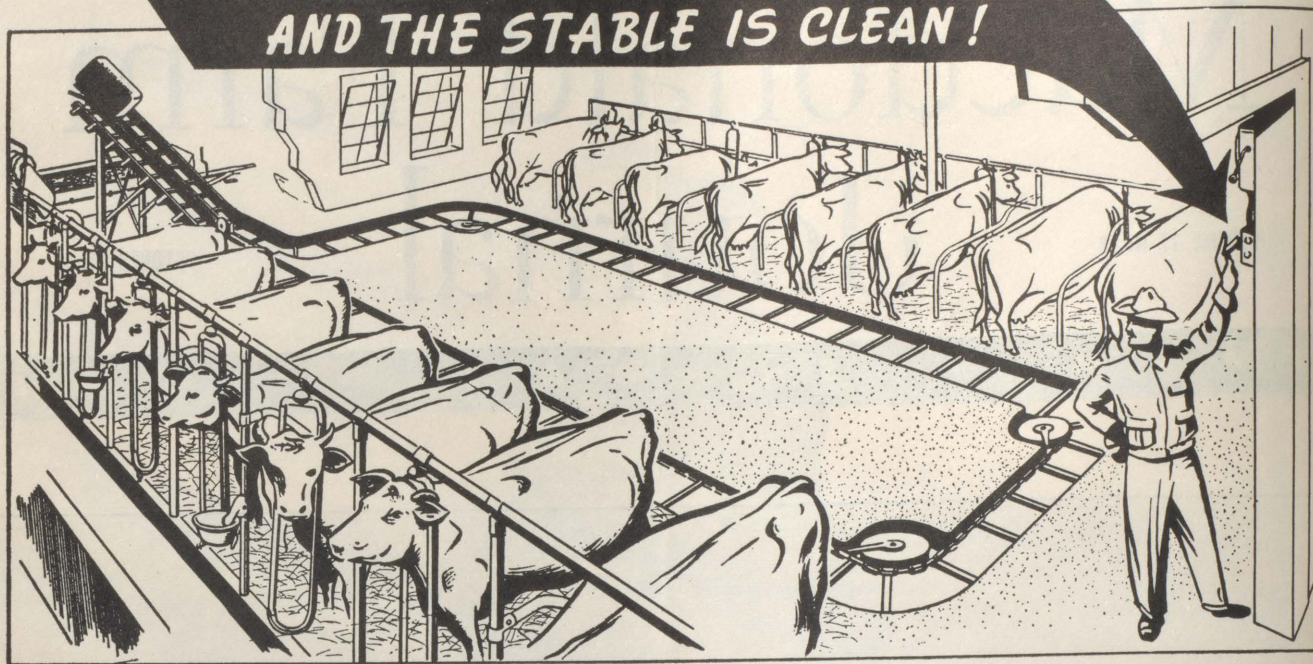
OCTOBER 1956

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Keep the Seaway in Perspective

A lady in Iroquois, Ontario, remarked on the day that her home was being moved to make way for the new Seaway that you could not see the Seaway for the engineers. In this statement, she was uttering more truth than she knew.

The papers have been filled with the engineering achievements involved in the Seaway construction and have contained surprisingly little about the effects of the completed Seaway. Yet, this is the important part of the problem. It is true that Canadians have been informed in vague generalities that we shall all be better off, but the questions of who will be better off and by how much remain unanswered. And will the benefits extend as far as agriculture?

The answers to these questions are complicated by the fact that regardless of the Seaway there are strong prospects that the Canadian economy will advance at a remarkably rapid pace bringing greater prosperity to almost everyone. This does not mean that the Seaway is not important; nor does it brush aside the unfortunate policy of the United States in delaying the Seaway for a decade or two.

Macdonald College studies show that with or without the Seaway, Canada's population will rise by more than one-third from 1955-1970. And spendable incomes per capita will likely rise by about 40 per cent. Put together, these will account for an expansion of about 40 per cent in the demand for farm products, and a considerably greater percentage in the demand for most manufactured products.

Where does the Seaway fit into the picture of Canada's economic development over the next 15 years? Here are some suggestions. First, it will help in a small way to increase incomes per person. This will be particularly true because it will assist in the expansion of the basic iron and steel industry.

Second, a specific benefit of particular interest to farmers in Quebec and the Maritimes will be the reduction in feed and grain transportation costs of about five cents per bushel. Another factor of special interest to the farmers within a hundred miles of the St. Lawrence River will be the increasing population concentration in this region. The Seaway will lead to a higher proportion of the nation's population residing in this area. This will expand the local markets for meats, milk, fruits and vegetables which are the special preserve of farmers in this region. Of these, the largest increases will come in meats, fruits and vegetables. These will increase by amounts ranging from 50 to 60 per cent. On the other hand, dairy farmers, already beset by difficulties, will experience an increase in their market of only about 20 per cent. But among dairy farmers, fluid milk producers will be better off than farmers producing for butter and cheese factories. Fluid milk consumption will rise a little faster than population. The perennial problem of milk surpluses will likely be greatly moderated.

Taken together, the increases in population and in incomes along with the Seaway will lead over a 15 year period to noticeable maturing of Canadian agriculture. Most of all, farmers will be able to quit worrying about export markets. Even for wheat, if one looks beyond present surpluses toward 1970, the situation is not discouraging. For the nation as a whole developments of the next 15 years promise a stronger, more balanced, and much richer country. While these changes will bear especially on the manufacturing industry and on urban workers, Canadian agriculture will share in them.

Our Cover Picture

This is the Benedictine Abbey at St. Benoit du Lac, P.Q., the home of Ermite cheese.

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"Say Cheese" and Promote The Dairy Industry

by D. L. Waterston

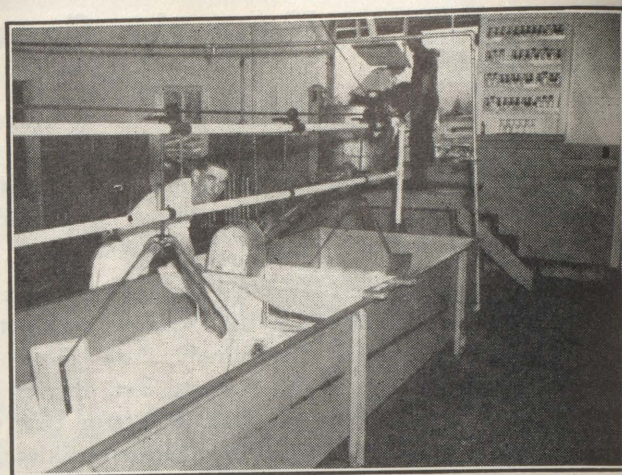
THE CONDITION of Canada's dairy industry to-day is very much in the public mind. The question of margarine, the problem of surplus butter, the changes in our export trade and the cost-price squeeze in the dairy industry are all topics of conversation whenever dairy farmers meet. Often talk turns to the question of alternative channels of milk use in order to increase total milk consumption—and among the most frequently mentioned is cheese.

This month the public's attention in Canada is being specially focussed on cheese through a "Cheese Festival" campaign, sponsored by the Dairy Farmers of Canada. This year's slogan is "Say Cheese" and it is expected that every dairy producer, cheese manufacturer and retailer right across Canada will promote this slogan to home-makers every shopping day during the month.

The campaign should be instrumental in having cheese purchases boosted to the point where per capita cheese consumption in Canada will hit 7 pounds. The Dairy Farmers are receiving whole-hearted co-operation from allied groups such as stores, hotels, restaurants and other food manufacturers.

This is the sixth annual cheese campaign conducted by the Dairy Farmers of Canada and in that time cheese consumption in Canada has risen from just over 5 lbs. per capita to almost 7 lbs. per capita.

The history of the cheese industry in Canada is a varied one. Canadians have never been big eaters of cheese. Only now are they even beginning to have what might be called a respectable consumption. In the United States cheese consumption is practically 8 pounds per capita and in many European countries per capita consumption is between 15 and 20 pounds. For years Can-



The start of the cheese making process—milk is dumped into this huge vat.

adian consumption hovered around 1½ lbs., one of the lowest of any western country.

Because of the small domestic consumption the importance of the Canadian cheese industry has varied with our export market. For many years the export market took up to 95% of Canada's cheese production and only since 1950 has it taken less than half our cheese production. Our exports are not likely to amount to more than 10% this year.

For two decades at the turn of the century cheese factories handled more milk than any other branch of Canada's dairy industry. Since 1922, when creamery butter output overtook cheese production for the first time the cheese industry has only regained first place once—in 1925. Since then the cheese industry has had an irregular decline. (World War II excepted) the percentage of our total milk production going into the manufacture of butter and fluid milk has increased steadily, while that going to the manufacture of cheese has steadily decreased, until now cheese production accounts for about only 5% of our total milk supply.

Where Milk Goes

Recent figures on how our milk supply is used show that 36.5% goes into the fluid milk market; 46.1% is made into butter; 5.5% is used by cheese factories; 5.2% goes into concentrated milk; 3% goes into making ice cream and 3.7% is fed to livestock.

The main districts producing milk for the manufacture of cheese in Canada have always been in Eastern Canada. The most important single section has been eastern Ontario. While Quebec never had as many cheese factories as Ontario, Quebec has been and still is second in importance in the cheese industry. In fact Ontario and



Cheddar cheese in the storage room of a small cheese factory.



Hauling milk to the cheese factory and the whey back home often becomes a family affair. Here a New Brunswick farm family have their milk cans filled with whey before returning home.

Quebec are the only two provinces in Canada that are more than self-sufficient as far as cheese is concerned. Quebec produces about 20% of the total Canadian make, while Ontario production accounts for about 74%—most remaining cheese production is in New Brunswick and Prince Edward Island.

Canada's first cheese factory was built in Ontario in 1864 and in the following 35 years another 1,000 were built. The Canadian industry hit its peak in 1904 when 100 million pounds were produced of which 234 million pounds were exported. It is not just certain how many cheese factories are now left in Canada, but the figure probably not more than a few hundred. Of course many of the ones left are larger ones.

From 1925 to 1934 the production of factory cheese fell from 177 million pounds to 99 million pounds, while that of butter increased from 169 million pounds to 235 million pounds.

During World War II our cheese industry received a shot in the arm through U.K. government contracts, and cheese production shot up to a peak of 208 million lbs. in 1942. In 1943 production fell to 166,274,000 lbs and has fallen pretty steadily since then until now it reaches only about 80 million lbs. this year.

The almost complete disregard of selling and promoting cheese on the domestic market appears to have been the biggest contributor to the downfall of the cheese industry.

However prospects for the cheese industry appear to be looking up now. In Ontario, milk going to cheese has been commanding a higher price than milk going to condensaries and other manufacturing plants. This is one of the few instances when this has happened in several decades. Generally the price of milk going to cheese factories is the lowest.

With cheese consumption increasing due in large measure to the Dairy Farmers of Canada campaign, and

(Please turn to page 5)

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The Farm and the Market

With this issue we begin a new feature: a series written or edited by the Economics Department of Macdonald College dealing with policies and problems encountered by farmers in Quebec and elsewhere in farm management and marketing.

Co-operatives and Marketing Boards —

IN JULY, at Port Arthur, the Directors of the Canadian Federation of Agriculture adopted certain policies with respect to various matters including the relation between co-operatives and marketing boards. The C.F.A. directors accepted as a general principle that "the first and principal safeguard to the economic position of the farmer must lie in co-operative self-help", whether the co-operation be formal or informal. We believe that this is substantially true.

But, since co-operation is voluntary, the C.F.A. directors went on to say that, where co-operatives cannot for this reason exercise "sufficient influence" over the marketing of a product, producer marketing boards with the authority of compulsory participation granted by the government may be a necessary extension of co-operative marketing. We believe that this is substantially untrue and even innocently dangerous to the co-operative movement.

Any liaison between compulsory marketing and co-operation is inevitably an infringement, more or less, of the essential voluntary nature of co-operation. A basic principle of co-operation is, and always must be, voluntary participation. There would be no surer way to undermine the co-operative movement as a whole than for producer marketing boards to delegate to certain co-operatives their powers of compulsory participation.

U.S. Farm Leader Says

"The basic cause of lower farm prices today is that too many people are engaged in agriculture." Vocational training, special job placement assistance and other incentives to induce farm families to leave agriculture for better opportunities elsewhere would be helpful.

"Now is the time to make the adjustments . . . while there is high income and employment and while food consumption is at a record level."—Allan Kline, former president of the American Farm Bureau Federation, reported in the September 1956 issue of *Farm News* by the Federal Reserve Bank of Minneapolis.

Farm Organization Stresses Need for Economic Research and Extension —

Another policy statement made at the July meeting of the C.F.A. was based on a recognition that the advance of science is creating new challenges for agriculture and the farm family. The policy statement cited the needs of farmers for general and vocational education, for a research foundation to develop agricultural research, especially economic and social, and for effective extension giving greater emphasis to farm management and planning.

Some Help for Problem Area —

On August 26th at Sandy Beach, the Bishop of Gaspé pronounced the blessing at the official opening of a half million dollar cooperative fish plant. The plant is said to be the most modern in Eastern Canada, and will enable the recovery of fish oils and meals, mainly from cod, sea perch and herring.—

Hope For Wheat —

Under its highly unrealistic parity scheme the United States increased wheat acreage from less than 60 million acres in the 1930's to 84 million acres. With extremely large surpluses, America could neither sell nor give away enough wheat. Then came the 1954 quota programme which brought the acreage down to 55 million bushels. But even this produced too much wheat despite an aggressive and even ruthless dumping programme. Finally, there is some hope for the efficient wheat industries of Canada and Australia. Under the new Soil Bank programme, the United States acreage may be further reduced to the level of 40-43 million acres. If the goal of this programme is realized, American production will be brought down to 700 million bushels. This would leave only 100 million bushels annually over domestic requirements.

Prospects for Agriculture in 1970 —

A Macdonald College research study indicates the following as prospects for Canadian agriculture in 1970. These estimates are based on a study of the prospective domestic demand for Canadian farm products. The estimates are stated as percentages of 1955.

Item	1955	1970
Population	100	134
Per capita income	100	140
Output of agriculture	100	139
No. of farms	100	85
No. of workers in agriculture	100	80
Livestock numbers	100	148
Acres in cropland	100	105



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This up-to-date building houses the very modern cheese factory at St. Bruno in Quebec's Lake St. John district. Manager Jos. St. Pierre is talking with Adhemar Belzile of the Normandin Experiment Station.

with prices on the increase, more milk will go into cheese manufacture. However there should be little trouble in getting rid of extra quantities of cheese on the domestic market, especially with a little sales push.

Who Eats Our Cheese?

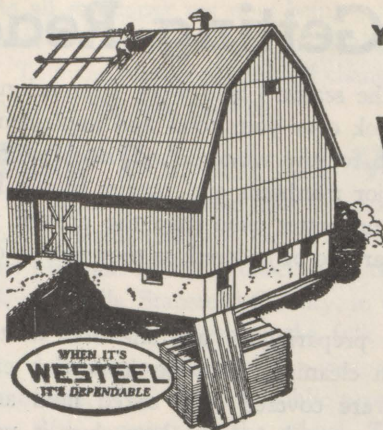
Consumption of cheese varies widely in Canada. It is considerably larger, on a per capita basis, in urban families than in rural ones. L. E. Drayton, in a recent federal bulletin, states that if all Canadians ate as much cheese as those living in Sudbury, Toronto and Vancouver, Canada's current production of cheese would not fill the demand. A population of 15 millions, at 8 lbs. per capita, would eat 120 million lbs. of cheese. Since this level of cheese consumption has been reached in a group of representative Canadian cities it should be quite possible, through aggressive marketing, to reach such a level in all Canada within a very few years.

The methods of sales promotion employed by the Dairy Farmers Association, offer a sterling example of the great range of advertising media available to the producer—media which all farm associations could and should use more fully.

Thousands of news articles and cheese recipes are going out to food editors across the country. Full colour ads appear in 4 national women's magazines; big-space ads in 82 daily newspapers and 270 weekly newspapers. In the smaller papers, local producers and retailers tie in with national advertising by running "hooker" signatures under Dairy Farmers of Canada advertisements.

On Radio and TV programmes, both English and French, crisp sales messages are appearing. Full page trade paper advertisements in colour alert cheese manufacturers, restaurateurs, caterers, and grocers to the October promotion. Associations of Retail Merchants,

(Please turn to page 15)



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Getting Ready for Winter

With the end of the season's field work approaching, now is the time to look over your tools and implements before laying them up for the winter. And, since winter is the time when major overhauls and repairs should be carried out, there is no better time than the present to make out the list of parts to be ordered, so they will be on hand when needed.

The first step in preparing a machine for winter storage is a thorough cleaning, since no inspection can be effective if parts are covered with caked mud and grease. A garden hose can be useful here, but it will usually have to be followed or helped by a stiff brush to remove caked dirt, and possibly by the use of varsol or kerosene to dissolve grease. After washing, the implements should be allowed to dry in the sun and wind and then be carefully inspected for broken parts or excessive wear, and the required parts listed for ordering.

Ploughs, cultivators, harrows, etc., have many parts which wear by contact with the soil. These parts should be clean and bright to reduce draft and to do the best work. Before storing, they should be given a heavy coating of grease to protect them against rusting. Special grease is available for this purpose, but if this is not at hand, used crank-case oil is better than nothing, though it will not protect the surface as well or as long as the grease.

All oil holes and grease nipples should be cleaned and filled with fresh lubricant. This not only keeps out dirt, but prevents moisture from entering the bearing surfaces and causing corrosion.

All traces of fertilizer should be removed from seed drills and fertilizer distributors, since artificial fertilizer plus atmospheric moisture is a mixture which will eat through steel plate in a very short time. And many such machines have been rendered useless and broken by having moving parts firmly stuck together due to the corrosive action of moist fertilizer left in over winter.

Weed and orchard spray machines should also have attention at this time. Tanks and pumps, piping and hose should be flushed with clean water until all traces of spray solutions have been removed. Pump valves should be removed and stored in a can of oil and pistons and cylinders well coated with a heavy grade of oil. Spray tanks, when thoroughly dried, should be painted on the inside, and special paints are available for this application, which can be procured from, or on the advice of, the manufacturer.

Tractor engines and those inboard engines, such as on combines, forage harvesters, etc., should be carefully prepared for winter storage.

The engine should be brought up to operating temperature, then the engine oil should be drained and new engine oil and oil filter should be added. Air cleaner cup should be cleaned and replaced dry.

All gasoline should be drained from the tank and the engine run until all fuel is removed from the carburetor. If this is not done the gasoline will tend to form gum or varnish which will block screens and jets.

The water in the cooling system should be removed—make sure that *all* drain-cocks have been opened; sometimes there are more than one.

Remove spark plugs from cylinders and pour into each cylinder about $\frac{1}{8}$ cup of engine oil and then crank the engine over by hand to coat all surfaces to prevent rusting; replace spark plugs.

The tractor should be greased to force out all dirty grease from bearing surfaces.

The battery should be removed from the tractor; it should be cleaned using water and a stiff-bristle brush and then brought up to full charge. It should be stored in a cool place and each month the charge should be noted; if the charge is low it should be recharged. The battery terminals should be cleaned and coated with heavy grease.

The tractor should be jacked-up and blocked to remove weight from the tires. The pressure in the tires should be reduced so that they will hold their shape. If water has been added to tractor tires to increase their traction, it should be removed. Removal is not necessary if the solution in the tires is water and calcium chloride.

Accumulated oil and dirt left on the outside of the tractor or engine is a definite fire hazard and its unsightly. It should be removed with a stiff brush and a non-volatile cleaner, such as varsol.

After the tractor has been cleaned, examine it carefully for loose, broken or worn exterior parts. These should be tightened and replacement parts ordered.



This is definitely not good winter storage.

FARM FORUM

News and Views

L. G. Young

Quebec Farm Radio Forum supported the Canadian Broadcasting Corporation and the idea of a national broadcasting system at the Royal Commission hearings held recently in Montreal. The hearings were designed to gauge public opinion with regard to the television and radio broadcasting systems in Canada. Private stations have claimed that there should be a separate board to regulate broadcasts and licensing of stations. Quebec farm forums adopted the position that if such a board were set up it would weaken our present broadcasting system as private stations would then feel that they were in a competitive position with the CBC. At present the forums feel that both private stations and the CBC are part of the national system as only private stations are able to provide coverage of local news. Under a separate board it was felt that private stations would tend to compete for national programs and pay less attention to local happenings.

Mrs. Anderson, vice-president of the Quebec Farm Radio Forum, attended the Central Canada Farm Forum Workshop held at Lansdowne, Ont., Sept. 16-21st. Participants dealt with problems facing farm forums—field-work, organization of new forums, and the role of the forum in the community. Floyd Griesbach, National Farm Radio Forum secretary and a past Quebec secretary, conducted the workshop.

Minutes have been received from both Pontiac and Argenteuil District farm forum committees. Most districts are concerned with getting the forums started in the fall. Rallies have been planned for October, with only Brome forums waiting to gather in November. Their rally is planned for November 5, to take place in the Knowlton High School. All neighbouring forums are invited to attend and a speaker on the new Quebec marketing law is expected for the evening. His talk will coincide with the topic, "Should Farmers Invest in Marketing?"

The next provincial Board of Directors meeting has been set for sometime in November, shortly after farm forum reports have begun. By this time the directors expect to be able to plan their winter activities and if forums have any suggestion for special projects they are asked to send them in with the first forum findings.

Secretary's Notebook:

Rallies have been keeping me pretty busy these days. To date they have been an improvement over last year. There is both more interest and more variety in the programs.

The only other word at this time is one of warning. If any forums did not elect officers in the spring as suggested,

new names and addresses should be sent in right away. As all envelopes are now being addressed by a machine, there will be some delay in making changes.

To avoid further mixups all changes of officers should be made at the first meeting.

Folk School at Ways' Mills

A debate, "Resolved that the duties of a chairman are more difficult than the duties of a secretary", highlighted the program of the Quebec Folk School held recently at Ways' Mills, Stanstead County, in the Davidson-Pedersen home. Seven members of the folk school took part, and the debate was judged by the visitors attending the nearby community hall where a public program was arranged for the fifth evening of the school. The decision was very close. However, the affirmative side, led by Corinne McCallum of Cookshire, gained two votes while the negative side headed by Rowena Sutton of Barnston drew only one vote. The debate chairman, Pete Pedersen, divided the audience into four groups for the judging and one group declared it a draw.

Sponsors of the Folk School were local farm forums, community organizations and the Quebec Farm Radio Forum. Leslie Young, provincial farm forum secretary, was leader of the folk school and was assisted by Arch Jones of Macdonald College, who dealt with forestry.

Woodlot management was one of the main topics. Mr. Jones, a forester and lecturer on woodlot practices, gave some pointers on the care of the farm bush, and conducted a tour of a local woodlot, Tuesday evening he showed coloured slides depicting the Morgan Arboretum and logging practices in different areas.

Program planning and preparation for the Thursday evening debate took much of the remaining time. Participants were responsible for two public meetings during the week. In this way they gained firsthand experience in conducting business meetings and providing entertainment for community gatherings.

A tour of the Lake Lyster fish hatchery provided an opportunity for the group to relax during the folk school. As well, those attending from a distance had an opportunity to see the points of interest and get a glimpse of the Stanstead countryside when the maple leaves are changing colour in late September.





DEPARTMENT OF AGRICULTURE

*Activities, Plans and Policies of the Quebec
Department of Agriculture*

4-H Clubs Play Major Farm Role

by D. L. Waterston

ONE of the brighter spots in Canadian agriculture this century has been the increase of opportunities offered to farm young people. Through various rural and farm youth organizations farm young people to-day learn how to handle responsibility, carry on meetings and develop good citizenship generally every bit as much as their city cousins.

The largest and best known farm youth organizations in Canada are the 4-H clubs. They are part of a national movement, their activities and programs being co-ordinated through the Canadian Council on 4-H Clubs, but in each province they are directly under the supervision of the provincial government. In all provinces, except Newfoundland, the Department of Agriculture is responsible for their activities. In our newest province the Department of Education directs their activities. In Quebec the Director of Extension, Ernest Dube, is the official in charge.

The movement to train the head and hands and to influence the heart and health of rural youth in Canada had its beginnings in different parts of the country just before the First Great War. Twenty-five years ago a national council was set up to co-ordinate activities and programs and to sponsor an annual trip to Toronto at the time of the Royal Winter Fair for the top club members in the various projects being carried on in the province. This is known as National 4-H Club Week. Until some three years ago the clubs were called Boys and Girls clubs; the name was switched to "4-H" to fall in line with the name under which farm youth clubs operate in over 20 countries.

In Quebec there is the unusual situation of having two 4-H organizations which operate completely separate. They are the 4-H Forestry clubs, which are sponsored by the Pulp and Paper Companies in Quebec, and the 4-H clubs which are supervised by the Quebec Department of Agriculture, and are members of the national body, the Canadian Council on 4-H clubs. The 4-H Forestry clubs are provincial only and have no national connections. The objectives of both organizations are somewhat similar. Under the 4-H banner in Quebec are the dairy calf, beef calf, swine and sheep club members. The clothing, food, garden, home decorating, poultry, grain and potato clubs the Quebec Department of

Agriculture also supervises, but they are known as Jeunesse Agricole clubs rather than 4-H.

While 4-H clubs have been a great success since they started, the most pronounced advances have come in the last 10 years when membership has doubled. "During the past 25 years the program of 4-H Club work has more than justified the confidence, effort and planning of those men whose public spirit and enthusiasm brought it into being," stated past president R. G. Bennett, of the Ontario Department of Agriculture, at the annual meeting held in the Spring of 1956 in Saskatoon.

Over the years the basic objectives of 4-H club work have remained the same. Quite simply, 4-H club work is designed to influence farm people to adopt better methods of farming and homemaking, to help to solve their own problems by training the young people to organize and to accept the responsibilities of citizenship.

With membership now approaching the 73,000 mark it's impossible to measure in known terms the influence of 4-H club work in rural areas or on the national economy of Canada. Improved dairy and beef herds, new seeds and new strains for grain, fruits and vegetables, new techniques of food preparation and preservation are but a few instances of the practical results of 4-H club work. The spirit of enthusiasm sweeping the rural youth of the country is in no small way attributable to 4-H clubs.



Howick 4-H club members are all smiles after receiving their prizes following Achievement Day. Club members are Brodie Craig, Billy Welburn, Betty Cairncross, Wayne McKell, John McArthur, Raymond Smith, George Cairncross, Elmer Black and Bill Ness. With them is their agronomer, Mr. Ampleman of Ste. Martine, provincial supervisor of 4-H clubs in the district.

Any rural boy or girl up to the age of 21 who is able to carry out a demonstration of some better farm or home activity may become a member of a 4-H Club. Generally speaking there is no membership fee as such. Regular meetings are held and conducted according to parliamentary procedure so that the young people learn how to discharge the functions of a public or group meeting by actually doing it themselves. The club also plans group activities such as tours of prominent farms and industries, athletics, judging competitions and achievement day at the local fall fair. Individually, the boy or girl undertakes projects such as the raising of a calf, a pair of pigs or a flock of chickens, the growing of an acre or more of grain or potatoes and the girls may make or select suitable clothing for themselves or their family. In each case they learn by doing, they learn how to raise better livestock more efficiently, to increase the yield per acre, to sew or to cook.

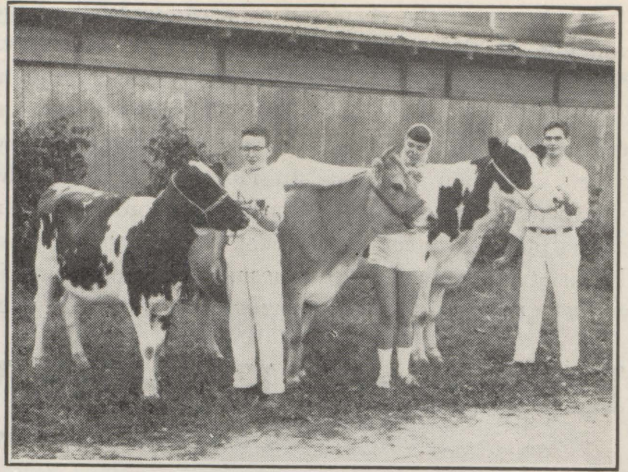
It may be said, then, that the great membership in 4-H Clubs and their wide recognition by young and old indicates the way in which Canadian rural youth is planning its future. The 4-H Clubs train young men and women for leadership; they improve farms and therefore the community as a whole by introducing better agricultural and homemaking practices; they encourage co-operative community effort for the common good and by helping to build a finer rural life they contribute substantially to the development of a more satisfying Canadian culture.

In Quebec, along with the other provinces, club work has been growing steadily. Dairy calf clubs are the most popular and at the last counting there were 3,969 members in 60 4-H clubs. As well, there were 1,546 members in 49 *Jeunesse Agricole* dairy clubs. There are 120 members in 6 4-H beef clubs; 140 members in 7 4-H swine clubs and 60 members in 3 4-H sheep clubs. Another 3116 boys and girls are members of *Jeunesse Agricole* clubs specializing in clothing, food, garden, home decorating, poultry, grain or potatoes as their project. The grand total is 8,951 Quebec club members in 349 clubs.

National 4-H Club Week

This year, November 10 to 15 are the dates of the 25th National 4-H Club Week. Sponsored by the Canadian Council on 4-H Clubs, it is scheduled to coincide with the Royal Agricultural Winter Fair in Toronto.

A big change will be introduced this year. For the first time there will be no national judging contests. This was decided at the annual meeting of the National 4-H Council out west this spring. The Council is made up of all the provincial departments of agriculture, the Canada department of agriculture, all the livestock breed associations and some 25 companies. Instead of the competitions the lucky winners will spend an extra day sight-seeing and taking part in discussions.



The three champions at the Ormstown 4-H calf club Achievement Day. They are Peter Finlayson, Ayrshire; Jean McEwen Jersey; Gordon Duncan, Holstein. Peter was also the champion showman.

For the first time, the program will commence on a Saturday, which will assure seeing a professional hockey game at Maple Leaf Gardens and will result in the bus trip to Niagara Falls on Sunday afternoon to observe the Falls both in daylight and under illumination.

In developing the program for this year's National 4-H Week the theme, "4-H and Our National Heritage", was chosen. The entire program will centre around this theme. For example, one of the important features will be meetings to discuss subjects affecting Canadians as citizens, with topics such as our expanding economy and population, Canada's role in world affairs, United Nations and other international programs. To accomplish this, highest ranking and best qualified men and women from government and industry will be invited to participate in the program.

National 4-H Club Week is recognized today as one of Canada's outstanding annual youth events. Bringing together as it does 4-H proficiency winners from each of the ten provinces, National 4-H Week is providing a rewarding experience to all who attend and is helping to build vision, understanding and closer relationships among the young people of rural Canada.

Quebec Achievement Days

The calf club achievement day climaxes the year's work for 4-H members. There he displays the animal he has raised, fed, groomed and trained and shows it in competition with the calves raised by his fellow club members. In showmanship competitions he personally is on display and has a chance to show a judge and people of the community how much he has picked up, during the year about showing an animal.

Achievement days for both the Howick and Ormstown 4-H calf clubs were held in mid-September. The Howick club day was held on the farm of Earle Ness and the Ormstown day at the local fairgrounds. While the weather was cold there was a good turn-out of parents and other interested parties.

At Ormstown the champion showman as well as the exhibitor of the grand champion Ayrshire was Peter Finlayson. Marjorie Bryson showed the reserve champion. In Jerseys, Jean and Anne McEwen showed the champion and reserve champion heifers respectively. Jean was also reserve champion showman. In Holsteins, which is the most popular breed among the members, Gordon Duncan showed the champion and Alan Hooker the reserve. Twenty-two of the 39 club members completed their year's work right down to showing their calf. The judg-

ing contest was topped by Marjorie Bryson followed by Gordon Duncan and Winston Murray.

At Howick, which is one of the few clubs in the country where all the members show the same breed—Ayrshires—fourteen club members showed their animals. The big winner was John McArthur who exhibited both the grand champion and reserve champion animal of the day. Bev Smith was the champion junior showman and Rollie Ness the best senior showman.

Richmond Farmer Wins Provincial Title

Donald Goodfellow Takes Esso Trophy



Donald Goodfellow receives the Esso Trophy from A. T. Roblin, Division Manager for Imperial Oil.

its appearance on the surrounding hills, and the warm sunny day brought large crowds to watch and to take part.

Interest was added this year by the addition to the programme of the Provincial class. It will be remembered that this Provincial Match was revived last fall, after it had been dormant for some forty years, and a more or less self-appointed committee organized a meet which was held in driving rain on the Macdonald College farm. Although billed as a Provincial Plowing Match, it is not yet recognized as such by the Department of Agriculture, and hence does not draw official support. However, financial backing has come from the Imperial Oil Company, sponsors of the International.

Fifty-four tractor outfits were entered, sixteen of them in the Provincial, and there were 10 contestants plowing with horses. The first plows bit into the ground around ten in the morning, and plowing was supposed to be finished by three thirty. It was a little later than that by the time everyone was off the field, but the event, organized to the last detail by Secretary W. G. MacDougall, ran very smoothly.

In winning the Provincial match, Donald Goodfellow spotted the runner-up, Romeo Besner of St. Clet, 10 points; a penalty for plowing overtime by half an hour.

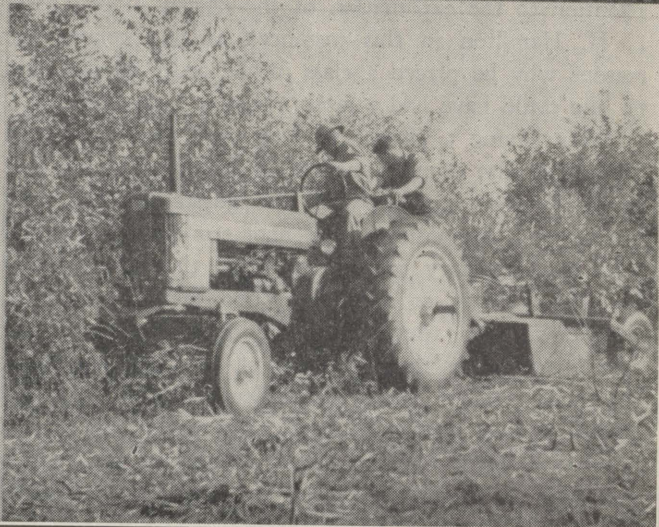
It would be hard to find a more beautiful setting for a plowing match than Pit Sarassin's farm near Lennoxville. On September 29th, when the seventy-seventh annual plowing match of the Sherbrooke County Plowmen's Association was held, the fall colouring was beginning to make

This cut his lead down to a mere 2 points, but it was enough for the win. Other competitors in the Provincial, in the order in which they placed, were George Macdonald, Lennoxville, J. T. Faucher, Sherbrooke, Wyman Strong, Lachute, Rene Renaud, St. Eustache, Hebert Winget, Sherbrooke, Keith Rose, Sherbrooke, Clayton Bernard, Waterville, John Ride, Hatley, Gerard Letourneau, Massawippi, Howard Smith, Ayer's Cliff, Gordon Patrick, Trenholm, Turner Hunter, Barnston, R. Boutin, Warwick.

Winners in the various County matches were as follows: Match 2—Any horse-drawn plow; Tom Ride, Hatley. Match 3—Jointer plow with skimmer; Ed. Sarasin, Waterville. Match 4—Walking plows, boys under 18; Allan Suitor, Lennoxville. Match 5—Walking plows, boys under 15; Kenneth Rose, Waterville. Match 6—Tractors, open to boys and girls, 15 and under; Clement Lacasse, North Hatley. Match 7—Ladies' class, tractors; Mrs. Herbie Winget, Sherbrooke. Match 8—Trailer plows, furrows 10 inches wide; Garth McElrea, Sherbrooke. Match 9—Tractor plows other than trailers; Douglas Page, Sherbrooke. Match 10—Trailer or non-trailer, furrows 12 inches and over; Francis Loomis, Waterville. Match 11—open to men who have never plowed with a tractor at a match; Fernand Charette, St. Johns.

The youngest plowman, nine-year old John Winget, finished well down in his class, which included boys and girls up to 15 years of age, but he was not the last. Sam Morrison of Richmond, plowing with a sure hand at the respectable age of 77, won the prize for the oldest contestant and placed third in his class.

Among the various specials, Tom Ride won the prize for the neatest outfit in the men's matches, and Henry Musty, as is apparently an established habit, took the same prize in boy's matches. W. W. Nichol, Lennoxville, showed the judge's choice in heavy draft teams, and Kenneth Rose, Waterville, took the prize for the best light team.



shows up in the background.

is *Tendersweet*

CANADA PACKERS LIMITED



Angus Breeders Crowd To Field Day

From Ontario and Quebec, and also from as far away as New Jersey and New York States, Aberdeen Angus enthusiasts converged on S. L. Kerr's Bridlington Farm at Vaudreuil last month for the annual Angus Field Day. The chill wind that whipped in from the Lake of Two Mountains didn't dampen their enthusiasm; everybody took part with gusto in all the activities on the programme, and did full justice to an ample hot lunch that was served to all comers.

Judging contests at these field days sometimes turn out to be dull affairs, apparently put into the programme to fill up the time, but this crowd really took this part of the day's doings seriously, and practically everybody took part in all the classes. We realize, of course, that these contests are primarily a means of getting people to appreciate the finer points of an animal, by paying careful attention to the explanation of the official judge (Prof. L. H. Hamilton in this instance) as he explains the reasons why he placed a class in the order he did, and no one could have had a more attentive audience.

After having a chance to look over the Bridlington herd-cattle that were in good fit, and as good as any that would be seen anywhere, all the guests watched with interest as a demonstration on hoof trimming was given. This is a necessary process for cattle that are confined for long periods, to maintain sound feet and legs. In confinement, the tough, horn-like outer surface of the foot grows faster than it wears off—the toe lengthens, the outer surface grows in under the foot, and the animal is soon unable to stand properly. If the animal runs loose again without proper trimming, the hoof is not likely to wear off properly, and lameness or crooked legs may likely be the result.

A good hoof trimming job requires suitable equipment for holding the animal and sharp tools to do the work. Calves six months or so old may be held with a halter and a rope against a wall, but larger animals are best handled in stocks, which may be made at home or bought. A sling under the animal takes most of the weight off the feet, and a strong board is used to tie the leg so that the hoof is properly exposed for the trimming operation. A sharp hoof knife or jack knife is used to clean and remove dirt from the hoof, and long handled clippers will do a good job of removing the excess hoof; a rasp or an electric sander will finish the job.

A properly trimmed hoof will have plenty of depth at the heel, a sole which is flat and a foot which is fairly short and broad. Each foot must be studied carefully to determine how much to take off. In most cases trimming will consist of removing the excess growth from the sole, and trimming the toes. Care is taken not to cut too deep, since blood vessels are close to the surface at the toe end of the foot.

After Prof. Hamilton had given his demonstration and discussion on beef type, practically everybody took part in the judging classes as the second picture shows. The other two, taken during the hoof-trimming demonstration, shows the "stocks" and the canvas sling that takes most of the weight of the animal off its feet. The slanting boards hold the hoof in position for trimming as shown in the bottom photo.



Quebec Ends The Fair Season



The space in front of the Main Building was taken by the Armed Services. Here a group from the Royal 22nd Regiment give a display of Indian club swinging.

The Quebec Provincial Exposition climaxes the fair season in this province, and this year records were broken right and left. With a week of beautiful weather and a host of attractions, the fair racked up a record in attendance of visitors, and the livestock entry list was so large that space in the barns was at a premium; in fact, some of the cattle were lodged in the piggery. A similar situation existed at Sherbrooke, and it is obvious that our larger exhibitions are outgrowing their quarters. As far as Quebec is concerned, Mayor Hamel has promised that more and better accommodation, both for cattle and for their handlers, will be ready before the 1957 season.

There were many more cattle than usual; the hog show was about the same, and the sheep show was down a bit. Figures for the various breeds are:

	Exhibitors	Head
Canadian	165	11
Holstein	153	9
Ayrshire	121	13
Jersey	81	5
Dual Purpose Shorthorn	55	5
Percheron	42	8
Belgian	33	7
Canadian	21	4
Clydesdale	6	1
Leicester	55	7
Shropshire	30	6
Oxford	34	4
Hampshire	26	5
Cheviot	22	5
North Country Cheviot	33	4
Suffolk	19	3
Market lambs	2 groups of 5	
Yorkshire	88	10
Market hogs	4 groups of 3	

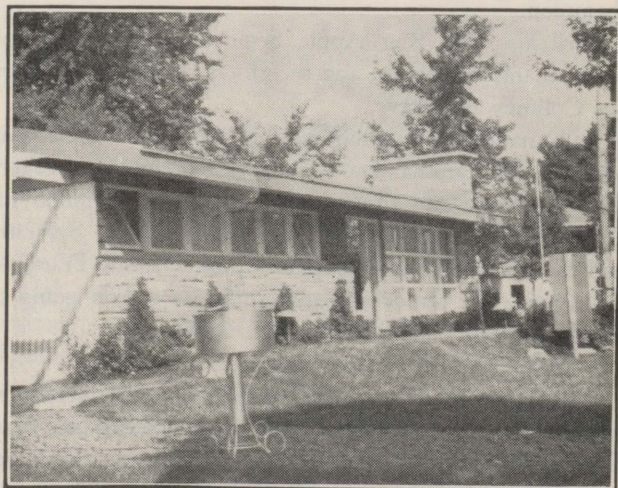
Besides the regular classes, six breeders collaborated to bring an exhibit of Shorthorns, Herefords and Angus cattle as a beef demonstration herd, although there were no classes in the catalogue for them. The breeders, C.

Gaulin, Erwin Watson, N. G. Bennett, W. Nichols, Couture Bros., L. P. Payeur and Dr. Robitaille took the initiative as a way of publicising their breeds and to introduce them to other farmers who are thinking of going into beef. At least one of these breeders has reported a number of good sales since the fair, which he attributes to the publicity the demonstration herd gave his breed, and he feels that the time and expense involved in taking a herd to Quebec were well justified.

The fair grounds were in excellent condition, and the new building which has been put up just beside the Agriculture Building, itself comparatively new, took some of the pressure off the Industrial Building, which was filled to bursting with commercial displays of all kinds. The Department of Agriculture hopes to use this new building for a permanent display which will remain in place during the winter as well. Their message this year was focused on grain crops, with particular attention to the Bartey Contest and the part played by Macdonald College and the Provincial Seed Farm in creating improved varieties.

The Department of Colonization always puts up an elaborate display centered about the achievements of farmers who have carved out new farms from the wilderness. Their attraction this year was a scale model, about fifty feet long, which showed every detail of the farm of Steven Georgieff from La Bostonnais, which he has built up in the past twenty years into a model operation. Every building and field, almost every tree, was exactly as it appeared on the photograph of the farm which accompanied the exhibit.

The Armed Forces have been making their appearance regularly at fairs in Quebec this year, and the display at the Provincial, set up in a strategic place immediately in front of the Main Building, attracted a great many visitors, who were particularly interested in talking to



A raffle to end all raffles!
Someone won this house for a dollar.



J. B. Roy, Secretary of the Quebec Poultry Co-operative, supervises preparations for a chicken barbecue for members of the Quebec Broiler Breeders' Association, held outdoors behind the Agriculture Building.

the pilots on duty in the jet. The men of the Royal 22nd Regiment put on a display of precision drill, parachute jumping technique, calisthenics and unarmed combat that proved popular with the crowds.

At The Cattle Show

J. W. McGillivray, Brome, had, in Ayrshires, Alderwood Supreme for senior and grand champion male, Glencameron Illustration for junior male, and Lellnessock Lofty 10th for senior and grand champion female. The Levis College had the two reserve male championships, the junior on Levisien Lady's Champion and the senior and grand on Chacook Salty Jo. The junior female champion was Bayonne Arena for Az. Lavallee, reserve was Lagace Normande for J. Paul Lagace, and the Quebec General Hospital had Balquhidder Red Tilbie for reserve senior and grand.

Carnation Northman, W. O. MacLeod's Holstein bull, took the senior and grand championship, and Seiling Triune Reflection was reserve for Lucien Bazil. The Hotel Dieu's Fuge Grande des Collines was junior male champion.

Baril also had Rag Apple Segis Sue for senior and grand champion female, and the Hotel Dieu had Bouvillon des Collines as reserve.

In Canadians, the senior and grand bull championship went to the Deschambault Farm-School on La Gorgendiere Diamant and the junior was Leblanc Domino for Ambroise Leblanc of Cap St. Ignace. Marcel Sylvestre had the junior female championship on Domino Françoise Belle, with the senior and grand female ribbon going to the Farm-School for Belle Juliana.

Beef Cattle

Of the five exhibitors in milking Shorthorns, three were new to the Quebec ring. C. N. Abbott's Semper Farm herd provided the two male championships and the junior and the grand champion in the female classes. The senior female champion was a Braerob Farm entry. The other

three exhibitors, Jos Patoine of Honfleur, M. Hodgson, Chateaugay and Nean Lemieux of St. Bernard, did not place at the top of any class.

Pine Gables Farm at Cowansville led the parade in the Jersey show with all the championships but two, the senior and grand champion bull being Arthur Lavigne's Pinico Arthur and the reserve junior champion female ribbon going to A. E. Couture's Valliant Jemma Pamela. Pine Gables Farm had Bright Beacon for reserve senior and grand in the bull classes, Bright Radar for junior, and Maurel Beacon for reserve junior, and in the female classes Radar Rosamond for junior champion, Beacon's Lilly Bell for senior and grand and Radar Sheba for reserve senior and grand.

Sheep and Hogs

In the Leicester show, Laureat Couture of Loretteville had the champion ram and ewe, while L. P. McCarthy of St. Augustin had a ribbon for reserve ewe, and placed first in all the group classes. Eugene Trahan's ram was champion, the ewe was shown by George Trahan, who also had the prize for the best flock. J. B. Grenier, Yamachiche, had the top prizes and championships in Oxfords, and in Hampshires the championships went to Charles Milot, Yamachiche, as well as the group prizes. Maurice Pellerin, also from Yamachiche, had the tops in Cheviots. North Country Cheviot entries were dominated by Stonycroft Farm, Lennoxville and Maurice Pellerin and Frs. Montminy, St. Gilles, divided the prizes of Suffolks.

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Shorthorn Breeders' Field Day

The Quebec Shorthorn Breeders' Association's Field Day brought a disappointingly small crowd to the Abbott farm at Varennes on September 15th. Many of the Eastern Township beef men were attending the funeral of Senator Godbout at Frelighsburg that afternoon, and the bright, sunny day apparently persuaded others to stay home and get on with the harvesting, so the total attendance was only something like twenty-five or thirty.

Mr. and Mrs. Abbott, who had volunteered to have the Field Day held at their place, were most gracious hosts, and had gone to a great deal of trouble to work up a programme for the afternoon, and to prepare accommodation for many more people than actually turned up. Their herd of dual-purpose Shorthorns, possibly one of the top such herds in North America, was on display and some of the outstanding animals were paraded for the visitors while their backgrounds were traced and their records quoted.

As an inducement for anyone anxious to start a milking Shorthorn herd, Mr. Abbott, in collaboration

with Mrs. Williamson's Braerob Farm, offered a "do it yourself kit"—as they put it—one bull and three dual-purpose females for a lump sum of \$1000.

The history of the Durham cattle was outlined by Mr. Abbott, who saw a great future for the type of cattle that produce milk and beef in the quantity and at the economical cost that those of the type on his farm can do when properly bred and managed. Dr. Bernard of the Lennoxville Experimental Farm translated for the benefit of the French-speaking breeders who were present.

Pierre Labrecque, Chief of the Livestock Branch at Quebec, was on hand to remind breeders of the bonus policies that the Department administers as an inducement to breeders, no matter what breed of cattle they raise, to improve their stock.

Judging of several classes by Secretary Don MacMillan and others, with discussion of the placings, and a visit to the barns and the milking parlour, completed the day's activities.



C. N. Abbott welcomed the visitors, then some of the outstanding individuals in his herd were shown in front of his attractive farm home. In the third picture Don MacMillan discusses a class of mature cows which he has just placed.

(Continued from page 5)

Bakers, etc., have been asked to circularize their membership to ensure full support.

The Dairy Farmers Association also gives grocers really workable ideas for merchandising—the "Giant Cheese" display, for one, and the suggestion of a special Hallowe'en display featuring cheese with related items: macaroni, crackers, fruits, pie-mixes, salad dressings, cold meats, coffee and other beverages. Point-of-purchase messages—in wall posters, hanging store signs, window banners, streamers, recipe folders; in newspaper mats and menu clip-ons—are offered by the Association, to keep consumption climbing.

Cheese has a large number of sales points which when presented in a forceful manner, should materially increase

its consumption. Cheese is one of the cheapest sources of protein available. And doctors and nutritionists tell us that we must have more protein in our diet.

Figures worked out by Professor Moxley at Macdonald College show that protein in the form of cheese (at 40¢ a lb.) costs \$1.60 a lb. In comparison protein in the form of eggs (at 50¢ a doz.) cost \$3.06 a lb. and protein in steak (at 70¢ a lb.) costs \$4.00 a pound.

Not only is cheese a cheap source of protein but experiments have shown that 90 to 99% of all cheese is digestible, hence it is considered one of the best protein foods for young children.

With these facts to work with and the wide range of excellent cheeses available in Canada, surely good advertising and promotion can materially increase our per capita cheese consumption.

Dear Readers

Last night a thin sliver of golden moon went below the horizon early in the evening, leaving a dark, black night—just the chance Jack Frost had been waiting for. He slipped in and spread his destruction on the tender vines and late maturing corn, then he spied the beauty of the annual flower row and went to work with all the anger in his tempy spirit until all I have left in the row of gay red poppies, hedge of wine, pink and white cosmos and yellow marigolds are two carnations and the new pansy bed. That is what I like about the pansy row. Jack can rip and stamp all he likes, even throw a few bushels of snow, without hurting the hearts of the sweet-faced little plants.

The school fair took place last week, and it's a good thing it was held before the frost hit the gardens, though the exhibits of late vegetables and flowers were small. Still, the earlier vegetables made up a good show. The garden produce being scarce, the children had put more effort into the other departments. They brought cakes and candy to make up very large classes, making it difficult to judge because of the excellency of their cooking and the

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lack of enough prizes for so many exhibits. In the Art classes, first prizes went to Diana Bellam for her drawing of a pert looking bunny and to Nancy Waldron for her attractive poster for a school fair. Fred's bird house was the only article in wood work.

The Institute had a display of Begonias from bulbs obtained from the Institute last spring. We've had

lots of fun comparing plants throughout the summer. They were double white, red and yellow. Mrs. Bellam showed a lovely plant with rose hanging blooms. Ours have been double yellow with lots of stems and as many as ten blooms at a time.

Then on Wednesday the Brookbury and Bury Institutes joined us at our monthly meeting in the Community Hall. Other guests were the County

President, Mrs. Joyce, and Secretary Mrs. Wells Coates from East Angus. The guest speaker was Mrs. Cameron, who told about Camp Lacquemac, a summer camp for those interested in Leadership Training.

A Leadership Course called the "Quebec Folk School" is being planned to be held in Stanstead County at Mr. and Mrs. Davidson's in Libbytown. Rural living and community organizations may be the points of the discussions, with tours and open nights some of the highlights of the course. I wish I could attend, but the continued cool, wet weather has delayed the harvest so I expect that will be the week of binding and threshing on the farms here. We finished filling the silo with green oats, then turned the cows into the adjoining field of clover. So they are knee high in the best of feed and are milking very well. Fourteen of the pigs left for market tonight at the age of five and a half months. The potato crop is being harvested, showing a yield of large, smooth potatoes. Fred and I have been waiting for a time to weed the strawberries, but haven't found any time when it was dry enough yet.

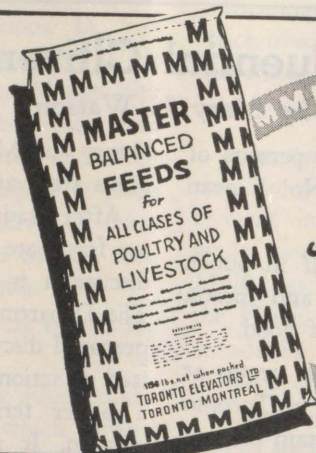
The new trees of cherries, pears and plums came ahead well, with new growth except for one cherry, which the company from which we got them offered to replace. I ordered two blueberries to come along in the same order. Now I am wondering if I should use them as shrubs on the lawn or as garden bushes. One grape vine grew to quite a length, while the other has plenty of foliage but is only a couple of feet tall. We planted them up beside the summer kitchen in a good southern exposure.

It will soon be Farm Forum Season again, and I hope we will all meet again then.

Sincerely,

Wally

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that count!*

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Poultry Pointers Cannibalism in the Poultry Flock

Causes of cannibalism in the poultry flock are often obscure, and according to T. M. McIntyre of the Experimental Farm, Canada Department of Agriculture, Nappan, N.S., the cure for such a condition is unknown.

When an outbreak occurs preventive action must be taken at once. All affected birds should be removed from the flock, and if possible, other birds showing a strong tendency towards picking should also be removed. Anything that might possibly contribute to the condition such as poor nests, insufficient hopper space, etc., should be corrected.

Outbreaks are frequently attributed to overcrowding, lack of feeder space, high temperature, insufficient and improperly constructed nests and malnutrition. Though outbreaks may occur under such conditions in some flocks, other flocks under similar conditions have been free of cannibalism.

There is no adequate explanation for this behavior.

In extensive feeding trials at Nappan, cannibalism could rarely be related to feed, feeding procedure or environment. This led to the assumption that dietary deficiencies are rarely responsible for outbreaks.

In general, good poultry management will undoubtedly keep the flock healthy and productive, and do much towards holding cannibalism down to a minimum. Anti-pick ointments have been tried with some success but are considered messy to handle and require constant observation of the flock. Also spectacles have been recently found quite effective, and many flock owners are now using them on their birds.

At present however, the one effective and sure way of preventing or controlling an outbreak of cannibalism is to debeak the birds. This is done by cutting off about one-half the upper beak between the tip and the nostril. Debeaking may be done with a knife or shears but the electric debeaker is more efficient since it cuts and cauterizes at the same time.



THE WOMEN'S INSTITUTES SECTION

*and to matters of interest to them
Devoted to the activities of the Quebec Institutes*

Influential Citizens

by Mary L. Watson

That means you! Did you think I meant persons of social prestige, financial or political status? No! I mean you, every one of you.

Whether you vote or not, interest yourself in public affairs or not, you are influential. Apathy and inertia exert an influence, though not on the side of good.

I remember the chairman of our discussion group at a citizenship conference telling us of a ward in Toronto where everyone seemed to be deploring a certain corrupt politician. His name and misdeeds were on every tongue and great, apparently, was the general indignation. When our chairman attended the nomination meeting, where he had expected to find a great gathering of the local, irate citizens, there were only a handful present, and they the corrupt politician's followers. Absent were the indignant deplorers. They just hadn't bothered to do anything about it.

Perhaps you don't really believe the common citizen can exert great political influence. If so, cast your minds back to 1945, when an emotional and uninformed American and Canadian public opinion determined the course of world events by clamoring to "bring our boys home". Their better informed leaders knew that an intact and massive Red Army had poured into Manchuria and poised itself along the line in Central Europe which was soon to be called the Iron Curtain. But they were powerless against the popular demand. So the cold war has darkened the past decade.

We see, therefore, how important it is for the citizen to inform himself if his influence is to be good. We must take trouble. Before we vote, and that we should all do, we should find out which of the candidates is most likely to give honest and effective service. After casting our vote, we must continue our interest in those elected. We can criticise constructively only by keeping informed on the pros and cons of questions under discussion.

On the local level attend council meetings. On the provincial and federal levels recourse to the press and a periodical or two will help. So will listening to news reviews and panels on radio and television like Week-End Review, Report from three Capitals, Citizens' and Farm Forums. Read also authoritative books and pamphlets on current problems. Here is where our pamphlet loan

library and MacLennan Travelling Library can serve you. Films are available also.

After reading and study should come discussion. We are fortunate in the QWI where the technique of group discussion is taught in our leadership training courses. The Department of Citizenship and Immigration has also prepared discussion guides. Discussion has been characterized as action. Perhaps "preliminary to action" would be a better term. Discussion is invaluable in clarifying opinion. It is a very closed mind indeed which can participate in good group discussion without having opinions modified, if not altered. But we must not stop at this stage! If, after getting knowledge by reading, careful study and forming our opinion by discussion, we find that action is warranted, we must do something about it!

Action may be taken in many ways. One of the best is group action. Resolutions and briefs may be forwarded through the Institute. After they approve and forward in turn, don't rest on your oars, but follow through. Watch for implementation and if it does not follow in reasonable time, try again. Personal action may take the form of letters; to your editor, your local councillor, representative or member. Don't be deterred from this device because it is so frequently used by cranks. Letters from well-



The Institute booth in the Main Building at Cookshire Fair was one of this year's outstanding exhibits. Mrs. R. B. Learned and Mrs. McVety, two W.I. members, are shown in the booth, which is made up of articles donated by members in all branches of the County. There are 100 articles, and all are over 100 years old; some are more than 200 years old.

informed citizens are needed to redress the balance. As citizens always keep before you the Farm Forum's dictum: "Read, Listen, Discuss, Act".

All action is not necessarily political. It may be social and on the community level where you should know the needs at first hand. A good citizen influences events by participation in community projects; church, your Institute, Home and School and civic associations. Do you lack library or other facilities in your community? What are you doing about it? A free society should not look to government to initiate projects. This should come from the level where the gap exists, can be started and often finished without government help. So participate in plans for betterment in one's neighbourhood. Serve on commissions and take office when asked, even though such work prove tedious and ingratitude the result.

Two Canadian citizens whose influence has spread far beckon us to action. They are—

Dr. James Tompkins, who by introducing adult education and study groups resulting in action which formed co-operatives credit unions raised the whole standard of living for fishermen and farmers in the Maritimes.

Another is our beloved founder, Mrs. Adelaide Hoodless. The Women's Institutes are living monuments to her, but not the only ones. The Macdonald Institute at Guelph and indirectly our own Macdonald College are also results. She had worked all her life for domestic science courses in the schools, starting on her home ground, Hamilton. As more and more public schools wanted teachers for their domestic science courses and the Women's Institutes domestic science lecturers, a need arose for a training school. She roused the enthusiasm of the authorities concerned and was assured of funds to maintain the school *if a building could be provided*. She then approached Sir William Macdonald of Montreal with her appeal for funds to build Macdonald Institute. One of her daughters reports this interesting recollection: "I remember very well having lunch in Montreal with Mother and Sir William; and when Sir William remarked, 'But I cannot give to Ontario unless I do something for Quebec', my mother replied, 'Well, why not do the same thing for Quebec? They need it as much as Ontario'."

The W.I. story is too well known to need to repeat to members here but with this shining example of an influential citizen before us, let us shake off apathy and inertia and become effective too. If conditions in our community, our province, our country, are not favourable for the best mental and physical development of our children, after study and discussion, let's do something about it!

(I am indebted to the book, "Pioneers of Adult Education in Canada", edited by Harriet Rouillard for facts and quotations from the lives of Dr. James Tompkins and Mrs. Adelaide Hoodless contained therein.)

The Month With The W.I.

Reports this month deal very often with the five articles per branch for Ceylon. At time of writing about 65 Institutes have contributed to this popular project—a splendid showing for what is a purely voluntary activity.

Meetings reported here are for the most part in the "back-to-school" month of September. Rollcalls reflect this theme, looking at it from many angles and forming a basic part of the program.

Argenteuil: *Frontier* heard an address on retarded children given by Mrs. Dobbie of Lachute. Cotton was brought in for the Cancer Society. *Jerusalem-Bethany* made tentative plans to cater at a wedding reception. *Mille Isles* had a tea and sale. Mrs. Surcliffe, Librarian of the Home and School Association, Morin Heights, gave an address on the McLennan Travelling Library and how to help children become interested in its use. *Morin Heights* had a bring and buy sale of favourite magazines. Guests speakers were the editors of "The Lachute Watchman", Mr. Giles Sr. and Mr. Giles Jr. on the History of that paper. *Upper Lachute-East End* catered for two wedding receptions as well as for the School Fair.

Brome: *Abercorn* held a picnic. *Austin* installed a gas stove and water in their Recreation Centre and Community Hall and took out a public liability insurance on the buildings. Proceeds from the annual Garden Party were \$413.

Chat-Huntingdon: *Dundee* had a discussion on "Education of the Farmer as necessary as for the City Man", with decision in the affirmative. Demonstrations were crochet work from nylon stockings and woven pot holders. A contest was held on the history of the Q.W.I. *Hemmingford* heard a talk by Mrs. H. Palmer on UNESCO, its set-up and objectives. Another talk, "Modern Systems of Teaching Reading" was given by the principal, Mr. McLeod, followed by a discussion on a Parent and Teacher Association. The teaching staff was entertained for this evening, with other guests. *Howick* heard a talk by Mrs. Rember, county president, on work done in the County. Place cards were demonstrated and donations sent to the Cancer Fund and the



Miss Dorothy Beattie,
Ormstown,
winner of the
County Scholarship.

Barrie Hospital at Ormstown. *Huntingdon* had a demonstration on corsages and prizes were given in the marigold contest, seeds for this had been furnished in the spring. Two topics were discussed, the lesson our schools do not teach and Communism. *Ormstown* had a white elephant sale. Miss Dorothy Beattie of Ormstown won the County Bursary of \$100. It is of interest to note that Miss Beattie's grandmother was the first president of Dundee W.I.

Bonaventure: All Institutes enjoyed meeting Mrs. Harvey and Mme LeBeau when they visited the county in August. Joint meetings were arranged at three different stops; first Port Daniel and Marcil, then Black Cape and Grand Cascapedia, and lastly Restigouche and Matapedia. Mrs. Harvey discussed Q.W.I. work and projects and spoke of her coming trip to the ACWW Conference in Ceylon. *Black Cape* has arranged a job for a local boy returning from the school at Shawbridge. Mrs. K. Willett read an article on the care and storage of dahlias. School prizes were planned, with a donation received for this purpose. *Grand Cascapedia* joined, as usual, with *Black Cape* in sponsoring a Calf Club and furnished prizes. The Convenor of Education spoke on a visit to Hayden's Planetarium in New York. Coffee and doughnuts at the Agricultural Fair and a social evening were both a financial success. *Port Daniel* also reports a successful financial venture, a salad supper with everyone taking part. *Restigouche* has asked the Cancer Society for help for an aged man in the community, and financial assistance has been given an elderly couple in need of this help.

Gatineau: *Aylmer East* received a cake from the Ottawa Exhibition on the 25th anniversary of the Junior Agriculture Clubs. Several talks were given at the meeting: Mrs. Ellard on "Soil, the Good Earth", Mrs. Hopkins, "The Prevention of Cancer", Mrs. Fuller, "Pupils Views of Their Teachers" and Mrs. Wright, "Ceylon". Mrs. Routliffe demonstrated making good dusters and a contest was held on salads. *Eardley* had Mrs. Fuller as guest speaker on "Education in Quebec", followed by a discussion on the topic and Publicity. The contest here was the best home-made toy. *Kazabazua* presented corsages to 12 grand-mothers, who were guests and also winners in the various contests. A tea is to be held to aid the scholarship fund for the Queen Elizabeth School. *Lakeview* is holding a tea and sale to finance their school fair. Plans were made for the hat-remodelling course. *Lower Eardley* voted a prize for Grade IX in the South Hull School and had a game naming contest. *Rupert* had a successful 4-H Calf Club Fair, with a large display of produce. Mrs. T. Reilly won prizes in the W.I. section and a geography quiz was won by Mrs. H. Johnston "who knew her Canada". A turkey supper is planned and suggestions were given for beautifying the cemetery.

Jacques Cartier: *Ste. Annes* had as guest speaker, Mr. J. Roht on "Care of House Plants". He also acted as judge for display of plants grown by members, from cuttings distributed in the spring. Group singing was enjoyed.

Megantic: *Inverness* discussed their recent hat course and is buying hat blocks for future use, (22 persons took the course and 45 hats were made). The proceeds from a sale of surprise parcels was donated to the local Horticultural Society.

Missisquoi: *Cowansville* welcomed two new members and held a sale of home-cooking and fancy work. *Dunham* heard two papers on Education by the Convenor: "It's Time for School" and "What the Teacher Contributes to the Community". Money was voted for the school prizes. *Stanbridge East* had a sandwich demonstration (as part of rollcall). The annual School Fair and Hobby Show was held in conjunction with the County Exhibition at Bedford. A knitting contest was sponsored in the county for the first time. Pupils attending schools where there are W.I.'s were eligible and classes were divided into Junior and Senior. The results were shown and judged at this Fair.

Montcalm: *Rawdon* held a tea and sale and plans were made for making rugs for sale as a further "money-raiser". A discussion was held on the dental clinic in the Protestant School. The film, "Royal Winter Fair" formed the program.

Quebec: *Valcartier* reports about \$200 from the Labour Day picnic, dance and barbecue, and another \$126 will have been realized when the remaining 30 cookbooks are sold. Repairs are to be made on the picnic grounds. A family is being helped where the father has been ill for some time.



The Harwood Singers. The group is comprised of members of the Harwood W.I. and sustained its already high reputation established at previous conventions. From left to right, Mrs. Kay Dodd, Senneville, accompanist; Miss Jean Straight, Lakeside, director; Mrs. Wyse, Mrs. McKellar, Mrs. Trihey, Mrs. St. Aubin, Mrs. Madden, Mrs. Henderson, Mrs. Latchem, Mrs. Pope.



Stark's Corners W.I. invited Wyman members to a picnic, and the two groups spent a happy afternoon together.

Richmond: *Denison Mills* had a demonstration on garden flower arrangements and sent baskets to shut-ins. *Gore* welcomed a new member. Three readings were given: "Comics Books", "A Child's Rights" and "The Malagash Salt Mines". A donation was given toward prizes for the annual plowing match. *Melbourne Ridge* has held the usual successful school fair. The Citizenship convenor conducted a quiz, with prizes. *Richmond Hill* discussed the question, "Can Children do Homework and Listen to the Radio at the same time", and a paper was read on "Education in Canada". "The History of the Branch" was the topic chosen for the county broadcast over CKTS, Sherbrooke. *Shipton* had a cake contest with prizes, the cakes sold later by Chinese auction. A sale of plants and slips was also held. *Spooner Pond* held a quiz, "The Conveniences our Grandmothers didn't have". A blanket was sold to aid the treasury. *Windsor Mills* showed a film on Education for the program. A book is being donated to the school in memory of the late Shirley Dubuc.

Shefford: *Granby Hill* discussed making a tape recording for an exchange program. A contest on Education was conducted by the convenor and aprons were brought in for the fall sale. *Granby West* also had contests on Education and donations were made for hot lunches in the school. Another donation was voted for "Progress", the school's year book. *South Roxton* had a paper on "Learning to Like the Doctor", and held two contests. *Waterloo-Warden* had a paper on UNESCO and a contest on Health and Welfare, following out the thought of the rollcall, "How and What do we contribute to Welfare in the World".

Stanstead: *Ayer's Cliff* discussed the County Scholarship and Nutrition, the latter the subject of the program. A committee from this branch took charge of the booth and Dining Hall at the School Fair and a member, Mrs. R. G. McHarg, gave the county broadcast over station WIKE, Newport, her topic, "Why An Institute Member?" *Beebe* heard an address by the County School Nurse, Mrs. G. Shipway. A community Food Sale was sponsored, the proceeds donated to the School Board for the purchase of a stage curtain. Another food sale was

held for the W.I. treasury. *Hatley* sponsored a Library Tea and Visitors Afternoon at the local Library. Donations were made to the Library, Boy Scouts and for school prizes. *Hatley Centre* discussed the possibility of a community workshop. Mrs. Hargraves was the guest speaker, the topic, "Ceylon—Its People, Customs and Produce". *North Hartley* also discussed the County Scholarship. The W.I. is supporting the Home and School hot lunch project. Mrs. LeBaron reported on the brief presented to the Commission on Broadcasting and a cookie contest was won by Mrs. Daintrey. *Stanstead North* won third prize at the handicraft exhibit at the County Fair. Each month a mystery package is sold for five cents, the proceeds used for small expenses such as postage, etc. *Tomifobia* is making articles for a sale. A talk on the Haskell library was given by Mrs. Knight. *Way's Mills* held a fancy bread contest and gave a gift to the member making the articles for Ceylon (nylon flowers).

Stanstead County has printed some very attractive calendars—one hangs in the Q.W.I. office, keeping company with an earlier one from Compton County, both featuring pictures of local scenes.

OFFICE HAPPENINGS

The brief on television and sound broadcasting had its hearing the week the Royal Commission was in Montreal. Miss Mackenzie was unable to attend. Mrs. Ossington, the other member of the committee that prepared the brief, was the spokesman for the Q.W.I. She was accompanied by Mrs. LeBaron. The brief was given a very courteous reception.

Would you go along with the idea that all apple juice be vitaminized? Examples were quoted at the last meeting of the Executive Committee of the Quebec CAC that seemed to indicate the average housewife does not check on this when she picks up a tin of apple juice in her grocery store; she takes it as it comes, often does not even realize there is a difference. Although she may thus be ignorant of the increased food value of the vitaminized juice she might as well benefit was the thought expressed. How many of our members insist the apple juice they buy must be vitaminized?

Outside our Boundaries

The last issue of Nova Scotia's "Home and Country" carries the report of their convention. As usual, the singing of the W.I. choirs is a feature of the program. Each year a song is selected for special study and given at this time, in addition to the frequent sing-songs. Already the song for next year has been selected, "Now on Land and Sea". Nova Scotia members do a lot of singing, not only work in their W.I. choirs but just for relaxation. Did you know they use the little booklet, "Joyful Singing", which we are getting to know here in Quebec? They take it with them to all rallies and conventions.

For the Ladies For Your File



All set for a Hallowe'en party.

Two special pies—very appropriate for Halloween festivities—come from the Dairy Foods Service kitchen to lure us into the habit of “saying cheese” when we bake.

Pumpkin chiffon pie, with cheese jack-o'-lanterns as a garnish, and apple pie in a cheddar cheese crust, both sound pretty tempting! Autumn days with a little nip in the air stir most housewives into a few fancy flings in the baking department, and the Dairy Farmers Association are playing up to that urge with these recipes released as part of their Cheese Festival publicity.

Apple Pie with Cheese Crust

CHEESE CRUST

(Makes 1 [8 inch] Double Crust Pie)

- 1½ cups sifted pastry flour
- ½ teaspoon baking powder
- ¼ teaspoon salt
- 1/3 cup shortening
- ¾ cup grated Canadian cheddar cheese
- 2 to 4 tablespoons cold water

Sift flour, baking powder and salt. Cut in shortening until the mixture resembles coarse corn meal. Add cheese and mix thoroughly. Sprinkle water over the mixture, working it in lightly with a fork until all particles are moistened. Press into a ball. Then divide in half for top and bottom crust for 8 inch apple pie.

APPLE FILLING

- 4½ cups thinly sliced apples
- ½ to ¾ cup sugar
- 1 teaspoon cinnamon
- 2 tablespoons all-purpose flour
- 2 teaspoons butter

Peel and slice apples; combine sugar (the amount depending on tartness of apples), cinnamon and flour. Arrange apples in layers in pie plate lined with cheese pastry. Sprinkle each layer with sugar-cinnamon-flour mixture. Dot top layer with small pieces of butter. Cover with top crust. Bake on lowest rack in a hot oven (450°F.) for 10 minutes. Then reduce oven temperature to 350°F. for another 30 to 35 minutes. Serve warm or cold.

Food Facts — And the Farmer

A generation ago, if anyone had told a farmer he should spend part of his hard-earned dollar helping housewives plan their menus, he would have hooted in amazement and amusement.

To-day the dairy farmers of Canada are doing just that—and no one threatens to laugh. Home economists have been asked to prepare and test recipes; advertising men have been paid to write reams of copy on the value—in taste and nutrition—of dairy foods. And the farmers find that this direct approach to the consumer pays off.

This month a huge promotional program popularizes cheese consumption. The dairy farmers call it a “National Cheese Festival”. In our competitive world, money spent in such a program for informing and intriguing the housewife pays off both in quick profits and in long range sales. The festival could be thought of as a pilot experiment destined to prove to other farm groups how valuable a direct attack on consumer taste can be. Farmers are going to have to bring food facts before the public if they want to effect the kind of change in buying habits which will benefit them the most.

Elsewhere in this issue you will find a fuller account of the dairy farmers campaign. Here we present a selection of the informative material being published this month, and also a selection of the recipes “cooked up” by the dairy foods dieticians—well worth a try for any family

And for the witching day: Hallowe'en pie:

Pumpkin Chiffon Pie

- 1 (8 inch) baked pastry shell
- ½ cup sugar
- 1¼ cups canned pumpkin
- 2/3 cup milk
- ½ teaspoon salt
- ½ teaspoon ginger
- ½ teaspoon nutmeg
- 1 teaspoon cinnamon
- 3 egg yolks, beaten
- 1 tablespoon gelatin
- ¼ cup cold water
- 3 egg whites
- cheese pumpkins

Combine ¼ cup sugar, pumpkin, milk and seasonings in top of double boiler. Heat. Add some of the hot mixture to beaten egg yolks, mix thoroughly, then return to double boiler. Cook mixture until thickened. Soak gelatin in cold water and add to thickened pumpkin mixture. Mix thoroughly and cool. When mixture begins to thicken, beat egg whites until stiff, beat in remaining ¼ cup sugar and fold into pumpkin mixture. Pour into baked pastry shell and chill. Before serving, garnish with Cheese Pumpkins.

Cheese Pumpkins

Cut one (4 ounce) package plain cream cheese into 6 portions. Roll each portion into a ball. Press whole clove in top of each, then draw grooves in pumpkins with toothpick. Emphasize grooves with yellow coloring. Chill before serving.

The Dairy Farmers Suggest:

Cheese For Breakfast!

In scrambled eggs, in muffins, in a breakfast omelet, cheese can help the family get a good start on the day's work. Surprise them with this some ambitious autumn morning:

For Your Information

- Protein content in cheese is equal to that in meat or eggs, but pound for pound costs less.
- Minerals—calcium and phosphorous—are present in cheese in assimilable form.
- The vitamin riboflavin, A and B Complex give extra special food value to cheese.
- High heat toughens protein, so cheese is usually added last to cooking mixtures and cooked only until melted.
- Most mixtures of cheese, milk and eggs should be cooked by oven-poaching—in a dish set into a pan of hot water in the oven.
- Cheese storage should be in a cool place in waxed or aluminum paper. Wax paper can be pressed onto a large wedge of cheese with a hot iron to keep its freshness.
- Canadian cheese manufacturers produce many varieties including types once thought of as "important stuff".

**Deliciously
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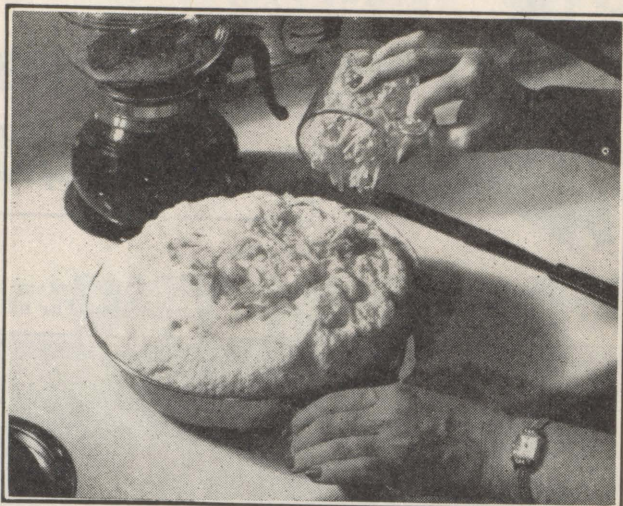
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What could be more appetizing than a foamy cheese omelet?

Foamy Cheese Omelet

(Makes 3 Servings)

- 3 eggs, separated
- 3 tablespoons hot water
- 1/4 teaspoon salt
- dash of pepper
- 3/4 cup grated Canadian cheddar cheese

Beat egg whites until stiff. Then beat yolks, add water, salt and pepper. Fold in egg whites. Turn mixture into a well buttered frying pan and place over moderate heat. Cook until browned underneath, puffed, and beginning to shrink from the sides of the pan. Then sprinkle the grated cheese on top. Place in a moderate oven (350°F.) until omelet is well puffed, dried and the cheese melted. Fold and serve at once.

NOTE: When making 6 servings, make 2 omelets, using quantities as in recipe above for each omelet.

Here's another suggestion—muffins that can be semi-prepared the night before. Ready the dry ingredients at supper time; add liquids in the morning for a quick breakfast-baking.

Ginger-Cheese Muffins

(Makes 1 Dozen)

- 2 cups sifted all-purpose flour
- 4 teaspoons baking powder
- 1 tablespoon sugar
- 1/2 teaspoon ginger
- 1/2 teaspoon salt
- 1 cup grated Canadian cheddar cheese
- 1 egg, beaten
- 1 cup milk
- 3 tablespoons melted butter

Sift dry ingredients together in bowl. Mix in cheese. Combine egg and milk. Add liquid ingredients to dry ingredients, stirring only until combined. Add melted butter. Turn at once into buttered muffin tins filling them two-thirds full. Bake in a hot oven (425°F.) for 20 minutes or until done.

Or finally a simpler idea:

Cheese Scrambled Eggs

(Makes 6 Servings)

- 2 tablespoons butter
- 6 eggs
- 5 tablespoons milk
- salt and pepper
- 1 (4 ounce) package cream cheese

Melt butter in frying pan. Beat eggs slightly and add milk and seasonings. Pour into hot butter and cook slowly, stirring constantly until eggs begin to thicken. Add the cream cheese, broken into small pieces. Continue cooking until mixture has a creamy consistency. Serve at once on toast points, garnished with parsley.

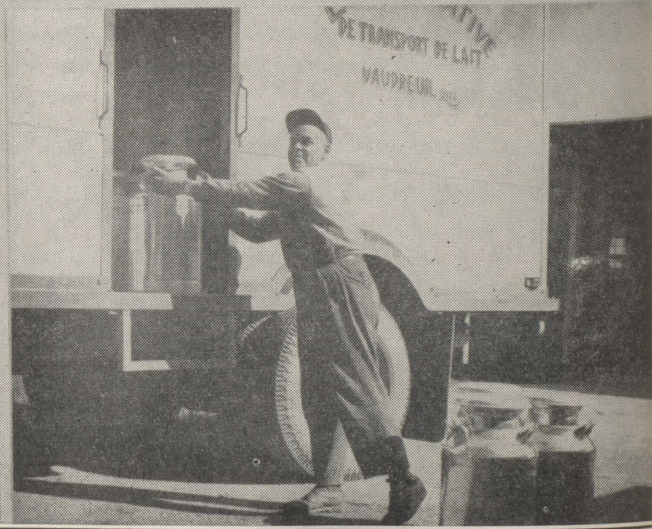
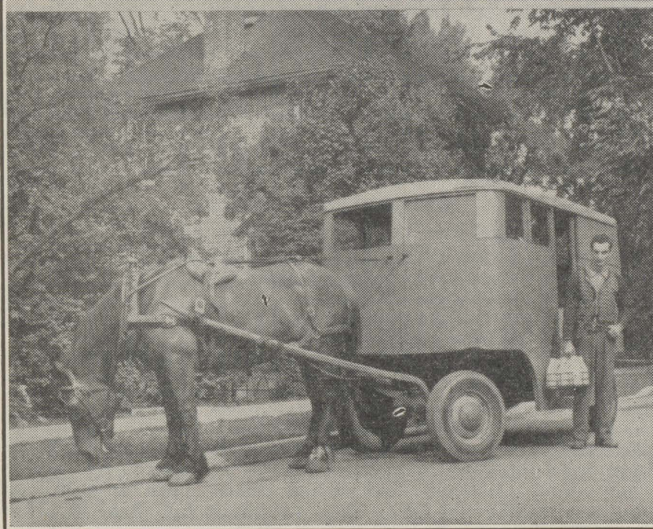
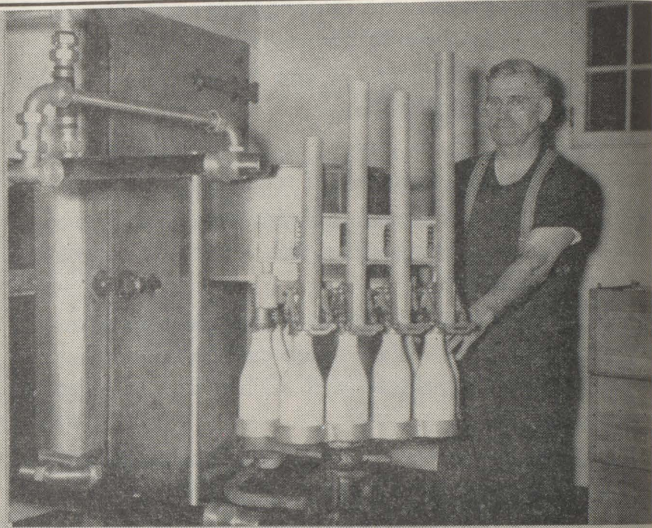
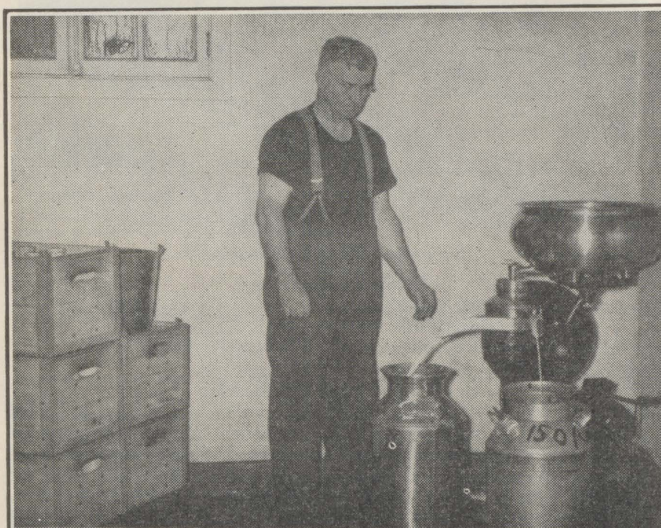


THE COLLEGE PAGE

The Macdonald Clan

Notes and News of Staff Members and Former Students

Separating and bottling are almost things of the past in the College dairy, and the milk wagon is no longer seen on Ste. Anne streets. The milk is now disposed of in bulk.



sell the surplus in bulk.

For a variety of reasons, the Stock Farm's milk route, which has served staff members and other residents of Ste. Annes for so many years, has been discontinued; its customers are now supplied by a Montreal dairy company.

The College announcement for the session 1909-10 states, "The dairy herd supplies the College with milk" and even before this date the milk from the "rather large herd of Ayrshire cattle, which is reputed to be one of the best in the country, and smaller herds of Dairy

Shorthorns and French Canadians" (again quoting from the old announcement) was to be found on the tables in the dining room and in the ice boxes of members of the staff.

Of late years there has been such an increase in the number of staff members and of students that the milk supply has not been large enough to fill all the route orders and still keep the Dining Department supplied with its full requirements; some of the milk served in the dining room has been bought from outside. In discontinuing its retail route, the Stock Farm will now supply all the requirements of the Dining Department, and

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Total interest return for each \$100 investment if held to maturity—	\$47.38

DENOMINATIONS

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